Great Lakes MAIN Conference

BRIAN SHEEHAN



MAYOR
MIKE PAVEY







CITY OF RUSHVILLE



- Rural Indiana Community
- Population 6,341
- COUNTY SEAT OF RUSH COUNTY
- 2016 STELLAR COMMUNITY DESIGNEE
- Main Street Community since 1999



SMALL SMALL BIG

Comunity

RECONSTRUCT REMAKE RECYCLEREJUVENATE REVAMPREDESIGNRENOVATE RETHINK REUSE RECREATE REFURBISHRESTORE RENEW REMODEL REDOREVISE







Leading the Way in Rual Indiana



MAYOR MIKE PAVEY

- Mayor 2012 to Present
- CITY COUNCILMAN 12 YEARS
- Board of Works 8 Years
- 2006 CITIZEN OF THE YEAR
- ECONOMIC DEVELOPMENT TRAINING
- PROGRESSIVE VISION
- ENGINEERING BACKGROUND
- DETAIL ORIENTED
- Passion for Community







BRIAN SHEEHAN - SPECIAL PROJECTS

- "SELF-PROCLAIMED" AMBASSADOR OF RUSHVILLE
- BIG BRI THE SMILE GUY
- CITY COUNCILMAN 12 YEARS
- 2013 CITIZEN OF THE YEAR
- ENGAGING PERSONALITY
- STRENGTHS SUPPLEMENTAL TO MAYOR'S
- FAMILIARITY WITH COMMUNITY AND GOVERNMENT
- Local Social Media Guru
- RESULTS DRIVEN
- Positive Approach
- St. Patrick's Day Event Founder
- SMILE FUND CREATOR







TRICKS OF THE TRADE

- COMMUNITY PRIDE
- COMMUNICATION ENGAGEMENT FACEBOOK SURVEYS
- ACCENTUATE THE POSITIVE, ELIMINATE THE NEGATIVE
- Focus on What We Can do, Not What We Can't
- Do What We Can, When We Can
- STRIVE TO BE UNIQUE
- Passion, Creativity and Curiosity
- TAKE RISKS, DON'T BE AFRAID TO FAIL
- CELEBRATE ALL VICTORIES
- REMEMBER, LITTLE THINGS LEAD TO BIG THINGS
- LIGHTER, QUICKER, CHEAPER
- Youth Engagement
- ART MATTERS















COMMUNITY PRIDE

- Downtown Flowers
- SMILE FUND
- LION PRIDE PROJECT
- WILLKIE MURAL







YOUTH ENGAGEMENT

- STUDENT LIAISON
- INTERN PROGRAM
- SCHOOL INVOLVEMENT
- Boys & Girls Club
- HYCA













ART ENGAGEMENT











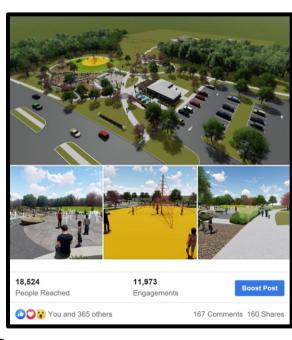




COMMUNITY ENGAGEMENT

- Social Media Updates
- RUSHVILLE REPUBLICAN
- WIFE (Mayor on the Mic)
- Rush TV
- Town Hall Meetings
- RIVERSIDE PARK CONCERT SERIES
- ONE ON ONE UPDATES
- CITY COUNCIL QUARTERLY UPDATES















OUR STELLAR PRESENTATION



"ROWING IN THE SAME DIRECTION"

Partners for Progress

"IF YOU COULD GET ALL THE PEOPLE IN THE ORGANIZATION ROWING IN THE SAME DIRECTION, YOU COULD DOMINATE ANY INDUSTRY, IN ANY MARKET, AGAINST ANY COMPETITION, AT ANY TIME."

- PATRICK LENCIONI



"RIGHT PEOPLE ON THE BUS"





"PLANNING THE WORK, WORKING THE PLAN"



RUSHVILLE PLANNING EFFORTS

2011 - 2012

S.W.O.T. Analysis, Downtown Dreamwalk

2012 - 2015

 Economic Development Strategic Plan, ADA Transition Plan, Library Feasibility Study, Downtown Revitalization Plan, Blight Elimination Plan, Comprehensive Plan, My Community My Vision, Hometown Collaboration Initiative, Levee Recertification Study

2015-2016

 Active Living Workshop, SET Planning Award, Economic Development Strategic Plan Update, Parks Master Plan & Trails Mapping, Community Readiness Initiative, Pavement Assessment Plan, Downtown Historic District Study, Housing Market Study, Joint Planning/Zoning Department



"WHAT GETS MEASURED GETS MANAGED, WHAT GETS MANAGED GETS DONE."



COMMUNITY VITALITY INDICATORS (CVIS)

"Healthy communities share certain characteristics and these characteristics provide CVIs that Indiana communities can benchmark to gauge their vibrancy. These characteristics should guide community discussions and plans should be developed to encourage them."

CVIs

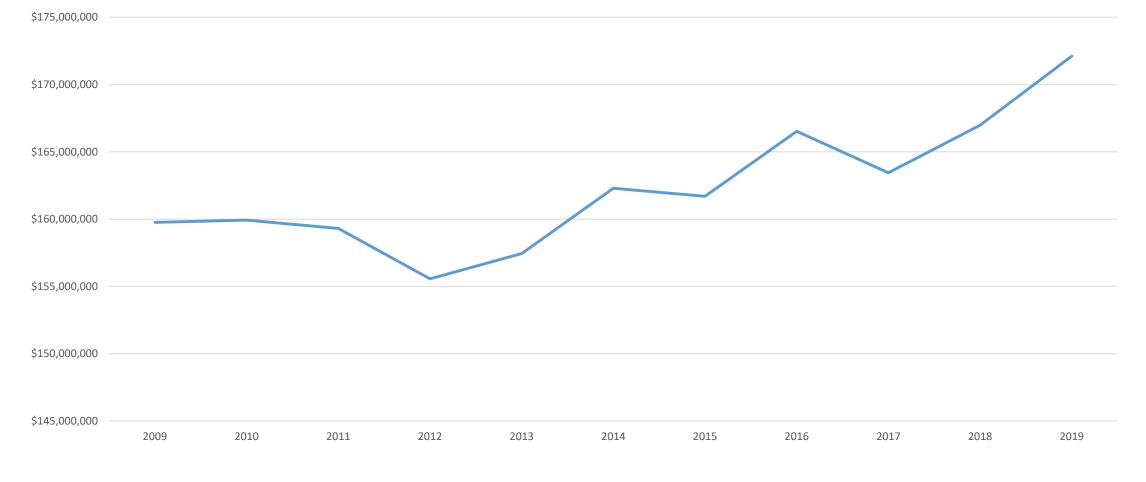
- Increasing Assessed Value
- Increasing Per Capita Income
- Increasing Population Growth
- Educational Attainment Rate
- Increased Public School Enrollment





ASSESSED VALUE (AV)

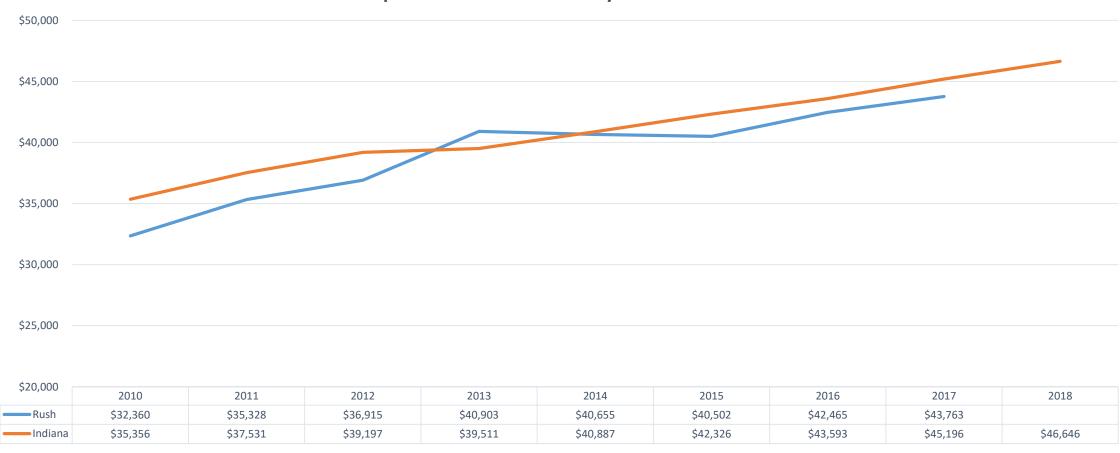






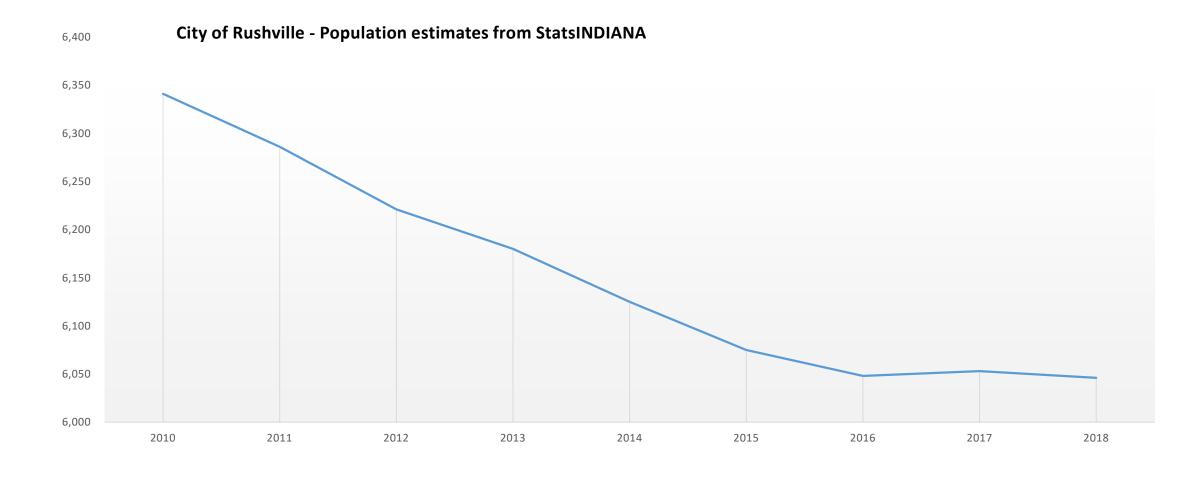
PER CAPITA INCOME

Per Capita Income - Rush County vs State of Indiana



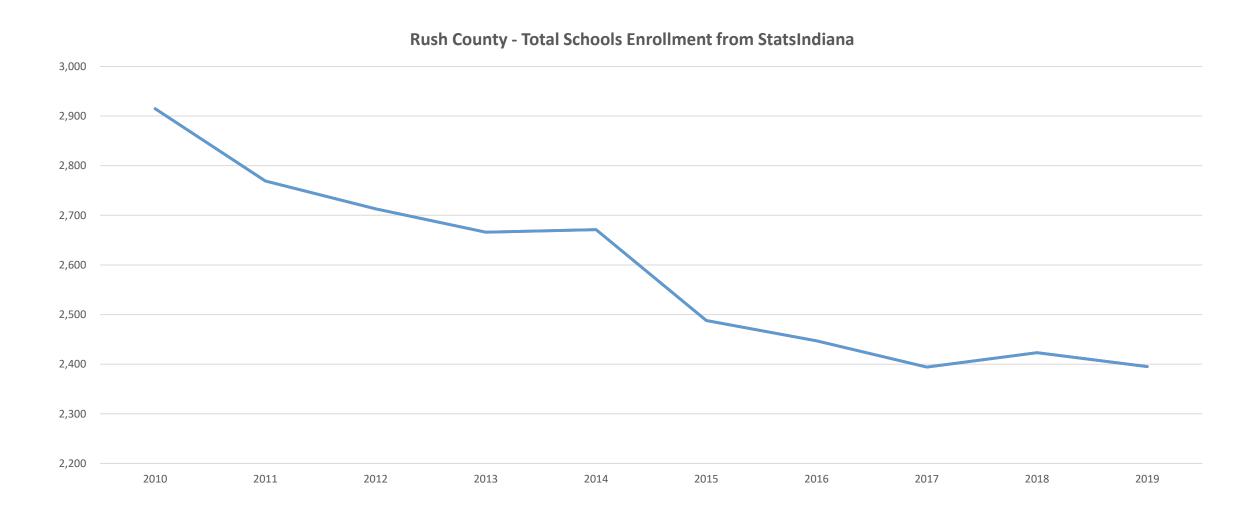


POPULATION GROWTH



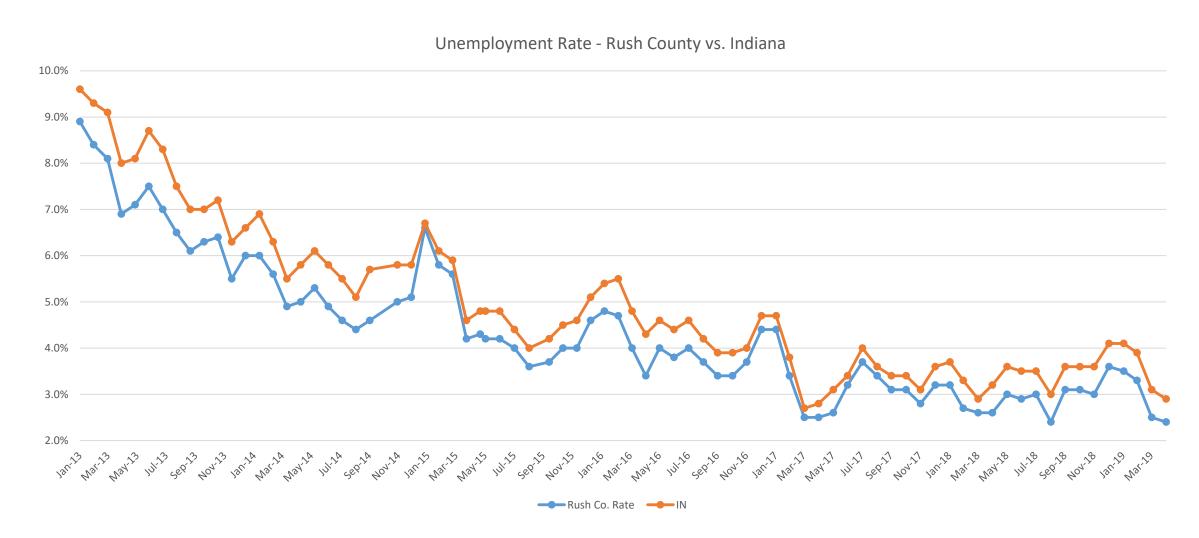


PUBLIC SCHOOL ENROLLMENT





UNEMPLOYMENT



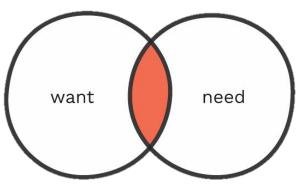


"TRANSFORMATIVE & TRANSFERABLE"



- More Jobs
- More People
- More Industry
- More Dining
- More Entertainment
- More Secondary Education Opportunities
- More Housing (Senior Housing, Market Rate Apt & Houses)
- BETTER ROADS
- BEAUTIFY DOWNTOWN
- More Places to Shop
- PERMANENT LOCATION FOR FARMER'S MARKET
- New Animal Shelter
- More Arts & Cultural Opportunities
- A SPLASH PAD
- A BREW PUB







Target Area Map Re-Imagine, Re-Invest, Re-Discover, a STELLAR Rushville CITY OF RUSHVILLE - 2016 Stellar Communities Strategic Investment Plan

Stellar Projects



PROPOSED PROJECTS:

- THE OVERLOOK @ RIVERSIDE (BUSINESS INCUBATOR & COWORKING SPACE)
- MORGAN STREET CORRIDOR (ALTERNATIVE TRANSPORTATION & ALLEY IMPROVEMENTS)
- 3. FLATROCK RUN TRAILHEAD & BIKE HUB
- 4. CAMPAIGN QUARTERS
- 5. RIVERSIDE PARK GATEWAY PLAZA
- 6. DOWNTOWN COMMERCIAL BUILDING REVITALIZATION
- NEIGHBORHOOD REVITALIZATION (OWNER-OCCUPIED REHABILITATION)

COMPLEMENTARY PROJECTS:

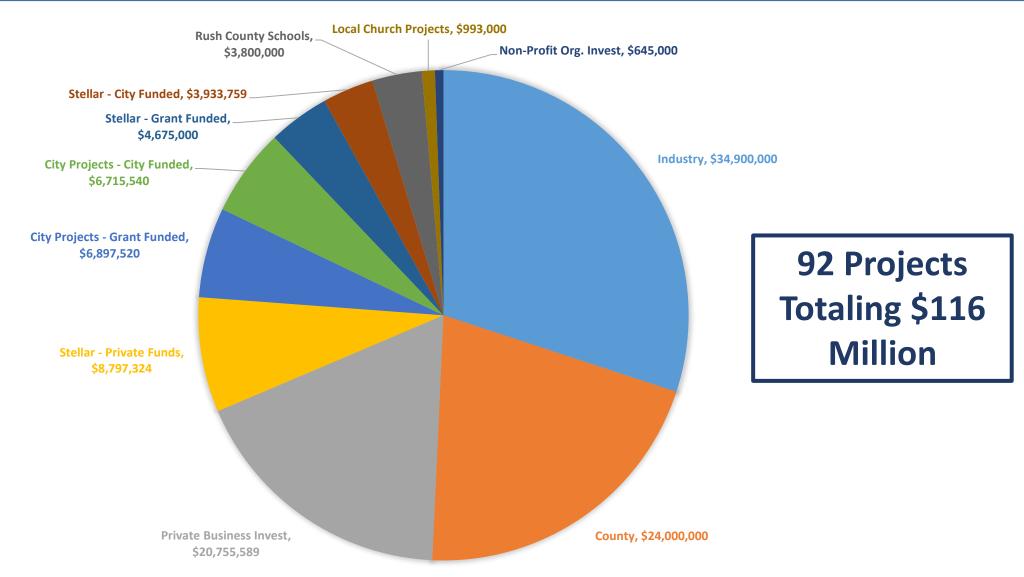
- A. City Center and Princess Theater Renovation
- B. Rush County Regional Job Training Center
- C. Wendell Willkie Pocket Park Renovation
- D. Rushville Public Library Pocket Park & Future Library Expansion
- E. Rushville City Parking Lot
- F. Rushville Farmers Market
- G. Rush County Criminal Justice Center Construction
- H. Riverside Park Levee Trail and Pedestrian Bridges
- I. Downtown Loop Trail Completion
- J. Mr. Freshie Donut Shop Re-Opening
- K. Fuel Station Updates & Convenience Store Expansion



"AS IS OUR CONFIDENCE, SO IS OUR CAPACITY"



COMMUNITY PROJECT SUMMARY TOTAL INVESTMENT (2017 – 2020)





COMMUNITY PROJECT SUMMARY COMMERCE PARK @ RUSHVILLE







- Who? City of Rushville / Rushville Redevelopment Commission
- What? 80 acres of shovel-ready property with road and utility infrastructure.
- When? 2012: the city received a US EDA grant. 2014: site construction began. April of 2019: the Commerce Park received "Prime Shovel-Ready" certification from the State of Indiana.
- Where? On north SR-3, across from INTAT (North Industrial Park)
- Total Cost: \$3,540,000 (50% City of Rushville, 50% US EDA grant)
- Why? The Commerce Park @ Rushville provides critical infrastructure that enables a business to begin building immediately. Prior to this investment, there were 0 companies that had visited the site. Since, there have been 11 site visits. In May 2019, Cormo USA announced their headquarters to be built at the Commerce Park @ Rushville with construction to commence in the fall of 2019.



COMMUNITY PROJECT SUMMARY CAMPAIGN FLATS APARTMENTS







- Who? SIHCDC (Southern Indiana Housing and Community Development Corporation)
- What? The Campaign Flats building provides 7 senior (55+) apartments.
- When? Completed: January 2017
- Where? Northwest corner of 1st and Main Streets (former Salvation Army building)
- Total Cost: \$1,200,000 (private investment)
- Why? The Campaign Flats project provides a downtown housing opportunity while also greatly improving the aesthetics of the building. Projects such as this increase foot traffic which helps to support and encourage downtown businesses.



COMMUNITY PROJECT SUMMARY FARMER'S MARKET







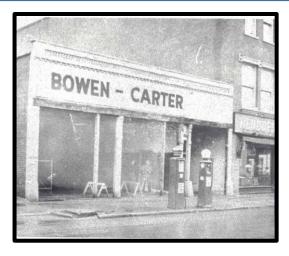
- Who? City of Rushville
- What? Removal and disposal of two dilapidated buildings provides a permanent home for our local farmers' and artisans' market, downtown public restrooms, downtown parking, event space, and an electric car charging station.
- When? Completed: October 2017
- Where? On the west side of Main Street between 2nd and 3rd Street
- Total Cost: \$343,000 (\$41,090 donated by local & regional businesses)
- Why? On Saturday mornings, the Farmers Market space provides a permanent location for the Heart of Rushville's Farmers' and Artisans' Market. The public restrooms and the new parking lot help to support downtown businesses and public events. Additionally, the market and the mural were designed to honor Rush County's deep agricultural heritage. The agricultural mural was sponsored by Pioneer, the Indiana Arts Commission through the Community Foundation of Randolph County, Laker Implements, and Helena.







COMMUNITY PROJECT SUMMARY REGIONAL WORKFORCE TRAINING CENTER









- Who? Rush County Economic and Community Development Corporation (ECDC)
- What? The front portion of this building houses Eastern Indiana Works, a division of WorkOne, and the back portion of this building will be a regional manufacturing training center in conjunction with IVY Tech and local industry.
- When? Completion: WorkOne Fall 2018; Regional Training Center Estimated 2020
- Where? 312 N Main Street (old P.N. Hirsch and Rushville Republican building)
- Total Cost: \$465,000 (\$90,000 grant from USDA Rural Development, \$375,000 Rush County ECDC)
- Why? The Regional Workforce Training Center provides a space for local and regional industries to train new and existing
 employees. Because of recent low unemployment rates, more training will be required for satisfactory job fulfillment. This
 service is paired with WorkOne's Eastern Indiana Works which provides an opportunity for unemployed and
 underemployed citizens to be matched with jobs within Rush County and surrounding areas.



COMMUNITY PROJECT SUMMARY CITY CENTER



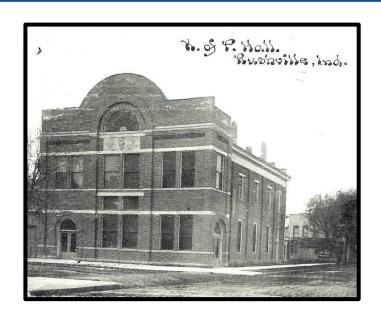




- Who? City of Rushville partnering with Wolf Theatres and IVY Tech Community College
- What? The City Center is the new home for City Hall, the Princess Theatre, and a satellite campus of IVY Tech Community College.
- When? Princess Theatre December 2018; City Offices January 2019; Council Chambers July 2019; IVY Tech Fall 2019
- Where? 330 N Main Street (former Masonic Lodge / Princess Theater)
- Total Cost: \$3,800,000
- Why? The new City Center increases the efficiencies of city government as it has moved and consolidated several city
 departments into a single location. The Princess Theatre provides additional local entertainment by showing first-run movies,
 and the new location for the satellite campus of IVY Tech provides additional opportunities for post-secondary education for
 the citizens of Rushville and surrounding areas.



COMMUNITY PROJECT SUMMARY THE WINDSOR APARTMENTS







- Who? SIHCDC (Southern Indiana Housing and Community Development Corporation)
- What? The Windsor Apartments provide (7) one and two-bedroom rental units without an age restriction.
- When? Completed: December 2018
- Where? Southwest corner of 2nd and Morgan Streets (Old Boys & Girls Club)
- Total Cost: Approximately \$2,000,000 (private investment)
- Why? The Windsor will provide an additional housing opportunity that utilizes a sliding scale to accommodate for differences in income levels. Renovation of the historic Boys & Girls Club building will increase foot traffic while also greatly improving the aesthetics of downtown.



COMMUNITY PROJECT SUMMARY CAMPAIGN QUARTERS SENIOR APARTMENTS



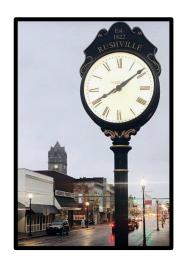




- Who? SIHCDC (Southern Indiana Housing and Community Development Corporation)
- What? The Campaign Quarters will provide (19) one and two-bedroom rental units for seniors (55+).
- When? Estimated completion: August 2019; Grand Opening: September 2019
- Where? Southeast corner of 2nd and Morgan Streets (historic Durbin Hotel)
- Total Cost: Approximately \$6,000,000 (private investment)
- Why? The Campaign Quarters project preserves an historic structure that served as Wendell Willkie's presidential campaign
 headquarters in 1940. By providing additional housing opportunities, this project will promote foot traffic and improve the aesthetics of
 downtown Rushville.
- City Contribution? The City of Rushville has donated the former City Hall that is now parking for the Campaign Quarters. This project has been partially funded by tax credits that the City earned for the project by winning the Stellar Designation in 2016.

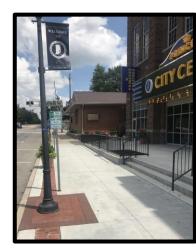


COMMUNITY PROJECT SUMMARY MAIN STREET STREETSCAPE PROJECT









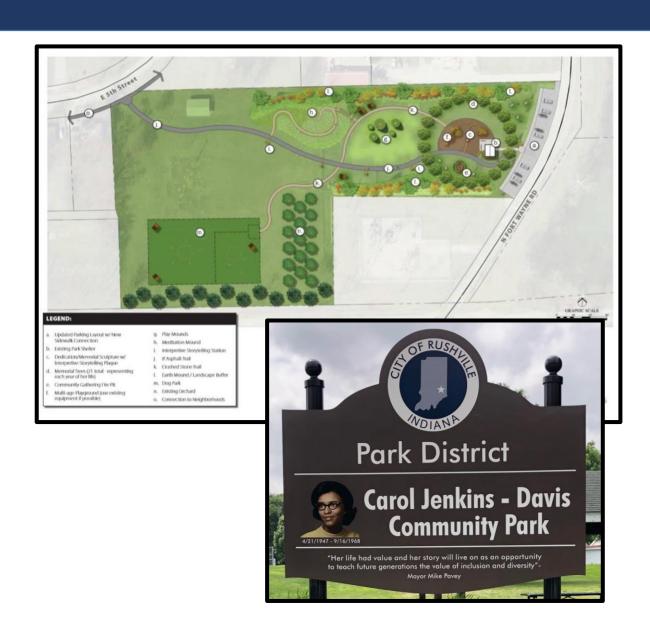


- Who? City of Rushville and OCRA (Office of Community and Rural Affairs)
- What? Decorative and memorial brick have been added and reset on Main Street in downtown Rushville, a decorative clock was installed
 across from the City Center, downtown trash receptacles, benches, planters, and walkways have been incorporated in front of the Farmer's
 Market and Willkie Park, new light fixtures were added from 1st Street to the river, and LED retrofit kits for existing Main Street lighting have
 been installed.
- When? Completed: March 2019
- Where? Downtown Main Street
- Total Cost: \$800,00; OCRA \$650,000; City of Rushville \$150,000
- Why? Improving the streetscape along Main Street ensures that passers-by enjoy the views of our bustling downtown while also promoting
 the pride of residents. The LED light enforcements provide an additional safety precaution to increase road exposure; the decorative clock
 artistically displays the time; and the planters, benches, and trashcans improve the aesthetics and the functionality of our downtown.



COMMUNITY PROJECT SUMMARY CAROL JENKINS — DAVIS PARK PROJECT

- Who? City of Rushville and the Rushville Parks Department
- What? A park redevelopment project which re-named "Community Park" in honor of Carol Jenkins-Davis. This park will provide features such as a dog park, an apple orchard, additional trails, community gathering space, interpretive story-telling stations, and memorial trees and artwork.
- When? Rededication Ceremony: November 2017; Bark Park: March 2018; Vegetation, trees, and trails Fall 2019
- Where? 409 N Fort Wayne Road
- **Projected Cost:** \$485,000—though with local contractors and city employees, this project is set to be completed significantly under budget.
- Why? After the brutal, racially motivated murder of a door-to-door encyclopedia saleswomen in September of 1968, the cities of Rushville, Ms. Carol Jenkins-Davis' hometown, and Martinsville, the town of the crime, came together to commemorate the life and legacy of a belated community member. This park is a fitting location due to its proximity to Carol Jenkins-Davis' residence in the traditionally African-American neighborhood.





COMMUNITY PROJECT SUMMARY NEW INDUSTRY - CORMOUSA







- Who? Cormo USA Inc.
- What? Cormo USA is building its national headquarters to produce a variety of technological products from corn stalks.
- When? Ground breaking August 2019; Small scale production—December 2019; Full scale production 2024
- Where? Commerce Park @ Rushville (North SR-3, across from INTAT)
- Total Cost: Estimated Investment: \$29,500,000
- Why? As an AgriTech company, Cormo USA has committed to expand its impact to the United States (founder company in Switzerland with a
 pilot plant in France) and has selected Rushville, Indiana to be its headquarters. Cormo USA commits to an environmentally and economically
 sustainable future. This is done through processing the portion of grain corn stalk and processing this field residue into innovative alternatives
 used for peat moss, filtration systems, insulation, and even foam.
- www.cormous.com/rush and www.cormousa.com/jobs



COMMUNITY PROJECT SUMMARY CRIMINAL JUSTICE CENTER





- Who? Rush County Government
- What? The new Criminal Justice Center will house the Sheriff's Department, jail and offices.
- When? Estimated completion: January 2020
- Where? Between the current jail and Kroger Plaza along Water Street
- Total Cost: \$24,000,000
- Why? The current jail does not meet the existing standards set forth by the State of Indiana. The existing jail regularly has
 issues with overcrowding, and it does not allow for recreation space for the inmates. The new justice center facility will provide
 approximately 120 bed spaces for inmates, up-to-date communications and jail facilities for the Sheriff and deputies,
 Community Corrections' offices and a new Coroner's office and morgue. The existing jail will be razed to make room for
 Courthouse and Jail parking.



COMMUNITY PROJECT SUMMARY MARKET RATE APARTMENTS



- Who? KDC Investments, Inc. Joe & Denise Peacock
- What? Rushville's first market-rate apartment complex.
 Phase I will include 4 buildings with 32 total units, each with 1050 sq. ft.
 Apartments will be two and three bedrooms.
- When? Purchased: June 2018. Groundbreaking: 2019
- Where? West 16th Street: just south of 16th and west of the railroad tracks
- Total Cost: \$3,075,000 (private investment)
- Why? As Rushville continues to develop, the absence of market-rate apartments does hinder a potential citizen from living here. By providing access to apartment housing, a larger demographic is appealed to and, thus, the appeal of the town and the community increases.
- "Rushville was not even on our radar until Mayor Pavey reached out to us and invited us to town for a meet and greet. Three hours later, we left the meeting with so much enthusiasm for Rushville that we fast-tracked this project ahead of others to break ground as soon as possible." Joe Peacock, VP of KDC Investments, Inc.





COMMUNITY PROJECT SUMMARY LAUNCH CENTER — BREW PUB







- Who? City of Rushville, Rush County ECDC, and Fish Moon Brewing Co.
- What? A city-owned mixed-use facility that will include a microbrewery and eatery, an entrepreneurial launch center, and an office for the Rush
 County ECDC within an historic downtown building. The launch center will provide affordable access to professional space and services for local
 entrepreneurs.
- When? Estimated Completion: Fish Moon Brewing Co. 2019; Launch Pad 2020-2021
- Where? 309 N Main Street
- Total Cost: Building purchase \$60K; Stellar Investment \$700K; Fish Moon Investment \$300K+
- Why? The rejuvenation of this historic building will provide additional entertainment and dining options, increase foot traffic, encourage the
 development of new businesses and enhance the aesthetics of downtown Rushville. The Launch Space will offer greater efficiencies for those
 who utilize it through its proximity to City Hall, Rush County Economic Development Office, the Rush County Chamber of Commerce, Eastern
 Indiana Works, and the Regional Training Center.



COMMUNITY PROJECT SUMMARY NEW ANIMAL SHELTER





- Who? City of Rushville and Rushville Animal Shelter
- What? The purchase of a new location for the current Animal Shelter in a citizen-friendly location. An extension of the existing building will be
 constructed, utilizing materials from the old Park Restaurant to reduce project costs.
- When? Estimated Completion: 2020
- Where? 650 Van Sickle Street
- Total Cost: Estimated: \$400,000
- Why? With an inconvenient floorplan, limited space, and an unpleasant appearance, the relocation of the Animal Shelter will increase efficiencies, cleanliness, and appeal for the shelter's animals, its employees and volunteers, and its community. This will increase the quality of life for shelter pets. The idea of a new shelter has been in-the-works since at least 1993 as the building was initially an incinerator.



COMMUNITY PROJECT SUMMARY YOUTH ENGAGEMENTS







- Who? City of Rushville
- What? Beginning in 2013, a summer internship program was initiated by Mayor Pavey. Since 2014, there has been a City Council Student Liaison.
- When? Intern: 10-12 weeks each summer; Liaison: year-round
- Where? Intern: City Hall; Liaison: Council Chambers
- Total Cost: Intern: \$8-11 per hour, per intern, 10 weeks; Liaison: Voluntary
- Why? According to the 2000 census, youth ages 18 and under made up ~25.2% of the population while young adults ages 18-24 made up only ~8.6%. While there are a variety of factors contributing to this distribution, the City of Rushville is determined to ensure that our young people are heard and accommodated for with hopes of retaining our population of young adults. The conscientious decision has been made to utilize local talent to fulfill these positions.



COMMUNITY PROJECT SUMMARY LIBATIONS BY THE LEVEE







- Who? City of Rushville and Indiana on Tap
- What? Unlimited samples of craft beer, wine & spirits from 20+ Indiana craft breweries, wineries and distilleries will be featured with live music, food trucks, games, raffles, and more.
- When? Dates will be announced on an annual basis; July 13, 2019 from 4:00 8:00 PM
- Where? Riverside Park and Amphitheater
- Total Cost: \$5,000 Sponsorship
- **Why?** Hosting Libations by the Levee provides an opportunity for adult entertainment as well as to display our progress in order to market our community to regional visitors. Additionally, a portion of the proceeds will be donated to a local cause chosen by the City of Rushville.



COMMUNITY PROJECT SUMMARY ARTS MIDWEST WORLD FEST







- Who? City of Rushville, Rush County Schools, and Arts Midwest World Fest
- · What? International music residencies from Japan, China, Brazil, and Israel
- When? September 2019, Spring 2020, Fall 2020, Spring 2021
- Where? Rush County Schools and various community locations
- **Total Cost:** The Arts Midwest program is valued at over \$100,000. Rushville, however, was selected as one of nine Midwest communities by Arts Midwest and nominated by the Indiana Arts Commission, making lodging of the performers the only cost to our community which will be sponsored by local businesses and industries. INTAT has committed to sponsor the first residency program that features an ensemble from Japan.
- Why? The Arts Midwest World Fest seeks to "foster an understanding of and appreciation for global uniqueness and differences" through integrating art, music and culture. In order to do this throughout a nine-state region, one city within each state is selected to observe the Arts Midwest World Fest Tour. The City of Rushville was selected for this opportunity after presenting our own artistic promotions throughout the previous years.



COMMUNITY PROJECT SUMMARY DOWNTOWN PARKING

DOWNTOWN PARKING





GREAT LAKES MAIN STREET CONFERENCE MAYOR PAVEY & BRIAN SHEEHAN

TRANSFERRABLE























GREAT LAKES MAIN STREET CONFERENCE MAYOR PAVEY & BRIAN SHEEHAN



